1995 PLAN VS. 1996 PLAN

EST. SPENDING	1995 MERIT MEDIA PLAN $M	SPEND.	# MONTHS	CONTINUITY RECOMMENDATION $M	SPEND.	# MONTHS	% SPENDING VS. YA
PRINT							
MAGAZINES	$14,443	60%	8	$13,559	59%	12	-6%
FSIs	$705	3%	1	$740	3%	1	5%
CITY BOOKS	$386	2%	3	$347	2%	3	-10%
SUPPLEMENTS	$863	4%	3	$0	0%	0	-
TOTAL	$16,397	69%		$14,646	64%		-11%
OOH							
TIER 1A PRIMARY	$1,404	6%	5	$1,702	7%	6	-
TIER 1B PRIMARY	$3,111	13%	5	$3,462	15%	5	-
TIER 1 SUBTOTAL	$4,515	19%	-	$5,164	23%	-	14%
TIER 2	$2,716	11%	5	$2,697	12%	5	-1%
TOTAL	$7,231	30%		$7,861	34%		9%
OTHER MEDIA							
MEDIA ONE	$65	0%	2	$294	1%	6	352%
BOWLING	$135	1%	12	$142	1%	12	5%
TOTAL	$200	1%		$436	2%		118%
TOTAL	$23,828	100%		$22,943	100%		-4%

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Source: https://www.industrydocuments.ucsf.edu/docs/nyxn0004